



circle

LOOKBOOK 2021



Our Mission

Inspiring athletes to take care of themselves and the planet

#protectourplayground

circle

YOU SAID, CIRCULAR ECONOMY ?

We have developed a positive unique concept adapted to sportswear fashion

05

UPCYCLING AND RECYCLING

Keeping everything we produce out of landfills through repair et solutions to prolong product life to a maximum
Recycling as last resort

01

RESPONSIBLE DESIGN

Zero waste process
No virgin plastics
Local european sourcing from raw material to production
Responsibly grown raw materials from transparent, certified sources
Essential design
Every detail has a reason to be
Long lasting materials
QR code labeling to avoid unnecessary labeling and include customers in our mission

02

LOCAL PRODUCTION

100% Made in Europe
Ethical production
Regular social auditing

03

BUSINESS MODEL

Preorder process to avoid overproduction
Circle360 Subscription

04

LOGISTICS & PACKAGING

Short Circuit delivery
No Cargo delivery
Bike delivery whenever possible
Recycled and reusable packaging
Essential packaging design



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WE ARE THE MOST SUSTAINABLE & ETHICAL SPORTSWEAR FASHION BRAND ACCORDING TO CLEAR FASHION

Circle Sportswear	Adidas	Nike	Patagonia	Decathlon
La marque a participé.	La marque a participé.	Pas de réponse de la marque.	Pas de réponse de la marque.	La marque a participé.
ENVIRONNEMENT Très peu de risques 100 /100 >	ENVIRONNEMENT Très hauts risques 17 /100 >	ENVIRONNEMENT Très hauts risques 20 /100 >	ENVIRONNEMENT Peu de risques 65 /100 >	ENVIRONNEMENT Hauts risques 2 /100 >
HUMAINS Très peu de risques 87 /100 >	HUMAINS Hauts risques 21 /100 >	HUMAINS Hauts risques 29 /100 >	HUMAINS Très peu de risques 84 /100 >	HUMAINS Hauts risques 2 /100 >
SANTÉ Peu de risques 67 /100 >	SANTÉ Risques moyens 54 /100 >	SANTÉ Très hauts risques 16 /100 >	SANTÉ Hauts risques 37 /100 >	SANTÉ Risques moyens 4 /100 >
ANIMAUX Très peu de risques 100 /100 >	ANIMAUX Hauts risques 33 /100 >	ANIMAUX Hauts risques 33 /100 >	ANIMAUX Risques moyens 60 /100 >	ANIMAUX Risques moyens 4 /100 >
Lieux de production >	Lieux de production >	Lieux de production >	Lieux de production >	Lieux de production >

- **Up to 100%** recycled et 100% recyclable
- **100%** made in Europe
- **-75%** of CO2 emissions
- **-80%** water consumption



OUR FIRST REFERENCES

Innovative Model

1st Sportswear brand **100% developed in Circular Economy**

Fast Growth

+3,000 orders for our first months

Quality Proven

4.9/5 rating by hundreds of clients

Sustainable Benchmark

Best rating on Clear Fashion & Zei



**ALL OUR PRODUCTS
ARE 100%
RECYCLABLE**

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Tour de cou/Bandeau *L'infini*
90% Recyclé

Brassière *L'imparable*
79% Recyclée

Legging *L'inséparable*
65% Recyclé



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Short L'**Absolu**
100% Recyclé

47% CO2 économisé
VS polyamide non recyclé

4520KM parcourus
VS + 45 000 KM
(venant d'Asie)



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Legging *L'inséparable*
65% Recyclé

35% CO2 économisé
VS matières non recyclées

3870 KM parcourus
VS + 45 000 KM (venant d'Asie)

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Short L'*Absolu*
100% Recyclé

47% CO2 économisé
VS polyamide non recyclé

4520KM parcourus
VS + 45 000 KM
(venant d'Asie)



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Brassière *L'imparable MOSS*
79% Recyclée

50% CO2 économisé
VS matières non recyclées

3870 KM parcourus
VS + 45 000 KM (venant d'Asie)

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Legging *L'inséparable MOSS*
65% Recyclé

35% CO2 économisé
VS matières non recyclées

3870 KM parcourus
VS + 45 000 KM (venant d'Asie)



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Brassière *L'Imparable*
79% Recyclée

Legging *L'inséparable*
65% Recyclé



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T-shirt *L'Original*
90% Recyclé

45% CO2 économisé
VS polyamide non recyclé

387KM parcourus
VS + 45 000 KM
(venant d'Asie)



T-shirt *L'Original*
90% Recyclé

Legging *L'Inéparable*
65% Recycle

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Packaging réutilisable
Make the Ocean blue again.
100% Recyclé

Protect our playground

Make the ocean
blue again.

circle



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Collection Intemporelle



T-shirt
L'Original

90% Recyclé
100% Recyclable

45% CO2 économisé
VS polyamide non recyclé

387KM parcourus
VS + 45 000 KM (venant d'Asie)



T-shirt
L'Eternel

100% Recyclé
100% Recyclable

76% CO2 économisé
VS matières non recyclées

3700 KM parcourus
VS + 45 000 KM (venant d'Asie)



Short **L'Absolu**

100% Recyclé
100% Recyclable

47% CO2 économisé
VS polyamide non recyclé

4520KM parcourus
VS + 45 000 KM (venant d'Asie)



Tour de cou
L'infini

90% Recyclé
100% Recyclable

45% CO2 économisé
VS polyamide non recyclé

3870 KM parcourus
VS + 45 000 KM
(venant d'Asie)



Débardeur
L'Authentique

90% Recyclé
100% Recyclable

45% CO2 économisé
VS polyamide non recyclé

3870 KM parcourus
VS + 45 000 KM (venant d'Asie)



Brassière
L'Imparable

79% Recyclée
100% Recyclable

50% CO2 économisé
VS matières non recyclées

3870 KM parcourus
VS + 45 000 KM (venant d'Asie)



Brassière
L'Imparable MOSS

79% Recyclée
100% Recyclable

50% CO2 économisé
VS matières non recyclées

3870 KM parcourus
VS + 45 000 KM (venant d'Asie)



Legging
L'inséparable
L'inséparable MOSS

65% Recyclé
100% Recyclable

35% CO2 économisé
VS matières non recyclées

3870 KM parcourus
VS + 45 000 KM (venant d'Asie)

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Coming Soon



T-Shirt **L'Original 2.0**
90% Tencel
100% Biodégradable



Crop T-Shirt **FeelGood**
100% Tencel
100% Biodégradable



Snood **L'Infini**
100% Tencel
100% Biodégradable



T-Shirt **Manifesto**
100% Tencel
100% Biodégradable



Débardeur
L'Authentique 2.0
100% Tencel
100% Biodégradable



Short **Cycling**
65% Recyclé
100% Recyclable

Winter 2021



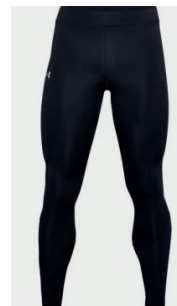
Hoodie **Life**
83% Modal
100% Biodégradable



Sweat-Shirt **Doré**
83% Modal
100% Biodégradable



T-Shirt Manches Longues
Weather
100% Recyclé
100% Recyclable



Legging Homme
70% Recyclé
100% Recyclable



COLLABORATIONS

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circle | MR PHOMER

April 2021

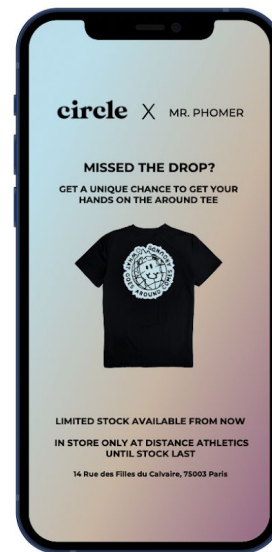
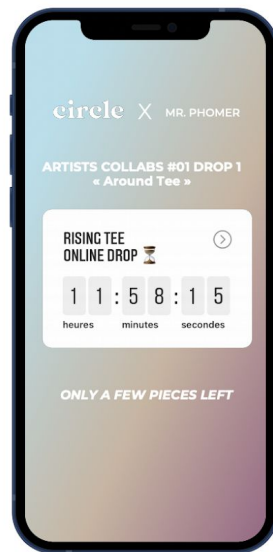
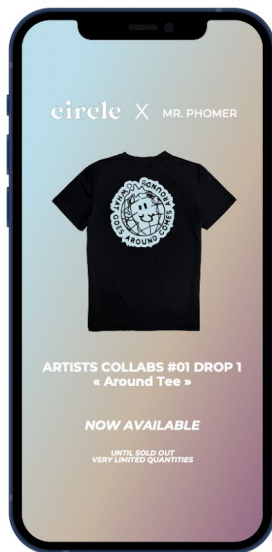
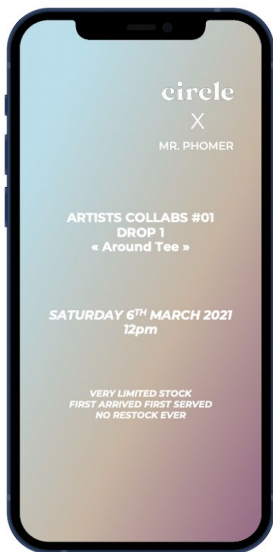
Collaboration Exclusive
x Mr Phomer

"A connoisseur of all things cool."



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RUNNING & YOGA EVENTS DURING 7 DAYS WITH MIXED COMMUNITY OF CIRCLE & RETAIL



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MR PHOMER



**CO-DESIGN & EXCLUSIVE
PERSONALISATION
WITH PARTNERS**

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SAINT JAMES®

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SAINT JAMES®
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2 LOOKS

*For Running,
For Yoga, For
Life !*


SAINT JAMES
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A photograph of two runners in motion against a light-colored concrete wall. The runner on the left is a Black man wearing a grey t-shirt, dark shorts, and grey sneakers, captured in a dynamic running pose with his right leg lifted. The runner on the right is a white man wearing a dark blue t-shirt, dark shorts, white socks, and grey sneakers, also in a dynamic running pose with his right leg lifted. The word "CONDITIONS" is overlaid in large white capital letters across the center of the image. The word "circle" is in the bottom right corner.

CONDITIONS

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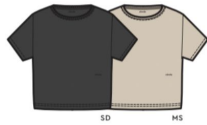
TIMELESS COLLECTION



	T-Shirt L'Éternel	T-Shirt L'Original	Short L'Absolu	Legging L'Inséparable	Bra L'Imparable	Tank l'Authentique	Snood L'Infini
Gender	Unisex / Men	Unisex / Men	Men	Women	Women	Women	Unisex
Colors							
Recommended Sales price (H.T)	60 €	55 €	70 €	95 €	70 €	50 €	20 €
Wholesales price (T.T.C)	33 €	30 €	38 €	52 €	38 €	28 €	11 €
Discovery Pack -5% <i>(1 Size Set 10 pièces)</i>	313 €	285 €	361 €	494 €	361 €	266 €	105 €

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NEW PRODUCTS



	Short Cycling	Crop T-Shirt FeelGood	Long Sleeves Weather	Long Sleeves Weather	Legging Challenge	Sweat-Shirt Doré	Hoodie Life
Gender	Women	Women	Women	Men	Men	Femme	Unisex
Colors							
Recommended Sales price (H.T)	55 €	45 €	80 €	80 €	95 €	110 €	125 €
Wholesales price (T.T.C)	30 €	25 €	44 €	44 €	50 €	60 €	68 €
Discovery Pack -5% <i>(1 Size Set 10 pièces)</i>	285 €	237 €	418 €	418 €	475 €	570 €	646 €

CONDITIONS

- **Minimum orders** : 30 products
- **Animation Options** : Run Club, Yoga / Training course
- **Training Book** : Included
- **Activity Newsletter** : Included
- **Circle Packaging Circle** : in Option



CONTACT

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Photographie

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